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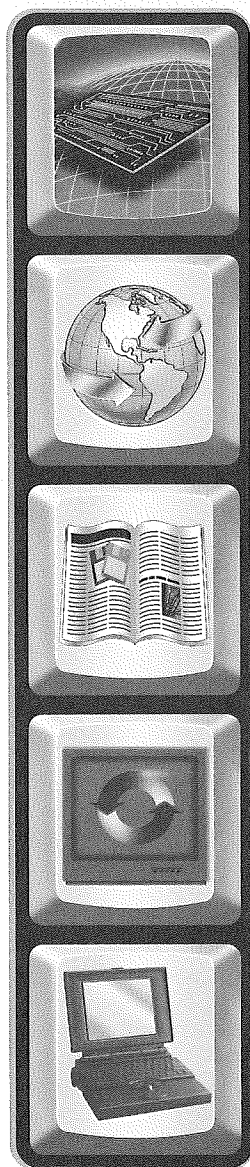
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SOLUTIONS MANAGEMENT OF NEWS



Interactive Newspapers '96

What's Hot? What's Not? What's Next? Positioning for Profitability.

FEBRUARY 21-24, 1996 • HYATT REGENCY EMBARCADERO • SAN FRANCISCO, CA



It's the newspaper industry's most anticipated gathering of professionals, experts and visionaries

**Timely, Well-Designed Program!
Outstanding Speakers!
Complete Tradeshow!**

New in '96

'Best Online Newspaper Services' Competition -

Hosted by Editor & Publisher
and The Kelsey Group

(Check out <http://www.mediainfo.com/edpub> for details on this contest)

Round-Table Discussions -

Participate in intense discussions in
small groups

New Media Lab Presentations -

Hear all the detailed facts from the
most important technology service
providers

**HUNDREDS
HAVE ALREADY
SIGNED UP**

**THERE'S NO
BETTER MEETING
PLACE TO
UNDERSTAND
HOW INTERACTIVE
SERVICES WILL
IMPACT THE
NEWSPAPER
INDUSTRY**

**JOIN 800
OF YOUR
COLLEAGUES**

DETAILED PROGRAM WITH SPEAKERS PLUS REGISTRATION INFORMATION INSIDE
Register today for Interactive Newspapers '96!

Interactive Newspapers '96

What's Hot? What's Not? What's Next? Positioning for Profitability.

WHO SHOULD ATTEND?

Newspaper executives who need to stay informed of critical developments in the interactive newspaper business including:

Publishers	Managing Editors	Electronic News Editors
Technology Directors	Marketing Directors	Sales Managers
Advertising Directors	Strategic Planners	Reporters
New Technologies Analysts	Electronic Publishing Managers	Production Managers
Business Development Managers	Product Managers	Classified Ad Managers
Webmasters	Web Site Developers	HTML Programmers

Plus: suppliers of technology, content or services who want to reach this market

PROGRAM (as of December 20, 1995)

WEDNESDAY, FEBRUARY 21

Registration 8:00 - 5:00

❖ Optional Technology Overview: A Tutorial 1:00 - 5:00

This pre-conference session explores all facets of interactive information services and sets the stage for the conference. It's a great way to gain insight if you're new to interactive media or to simply refresh your knowledge. We'll review interactive newspapers from start to finish—from platform to product launch. Areas covered include technology advances in the areas of online, cable, wireless, direct broadcast; content issues; and user devices ranging from the PC and the personal digital assistant to interactive television.

Wayne Parker, President, MP Music Previews

Marsha A. Stoltman, Vice President, The Kelsey Group

Chris Tucher, Business Manager, Publishing Industry, Netscape

Peter M. Winter, Interim CEO, New Century Network

Reception & Exhibits 5:00 - 8:00

THURSDAY, FEBRUARY 22

Registration, Continental Breakfast, Exhibits 7:30 - 8:30

GENERAL SESSIONS

❖ Introduction & Market Overview 8:30 - 9:00

John F. Kelsey, III, President, The Kelsey Group

Colin Phillips, Co-Publisher, *Editor & Publisher*

Co-Sponsors

Jack Fishman, Chairman, NNA

Wayne Toske, President, SNA

Earl Wilkinson, Executive Director, INMA

❖ Intellectual Property in Cyberspace — A Keynote Address 9:00 - 9:45

As Chairwoman of the Electronic Frontier Foundation, Esther Dyson works to protect free speech and privacy online. Hear how this influential visionary is helping to shape the balance of rights and responsibilities for both businesses and consumers in this evolving electronic ecosystem.

Esther Dyson, President, EDventure Holdings, Inc.

❖ Boston.com: A Case Study 9:45-10:30

It's a live demonstration of the *Boston Globe's* "megawebsite," which brings together an extensive collection of content from a variety of Boston organizations—including the area's top radio and TV stations. See what led *Editor & Publisher* to call it "spiked with originality and guts" and hear about the development, the demographics and the dreams that got this project off the ground.

David Margulius, Director/Electronic Publishing, Boston.com

❖ Positioning for Profitability 11:00 - 12:00

How can you maximize return on your interactive investment? How can you also ensure that your business model will wear the test of digital time? Hear how several newspapers have positioned themselves to meet these challenges.

Chris Jennewein, Vice President, Mercury Center

Andrew Nibley, Editor & Executive Vice President,

Reuters New Media

David Richards, President, InfiNet

Lunch & Exhibits 12:00 - 2:00

BREAKOUT SESSIONS

❖ Track 1: Relevant Relatives 2:00 - 3:30

What product-launch strategies have worked for other publishers in new media? What can newspaper professionals learn from them? Representatives from the magazine, broadcast, Yellow Pages and other related businesses share their knowledge, their vision, their successes, their failures.

Dev Horn, Director of New Media Programs,

GTE Information Services

Hala Makowska, New Media Director, *People Magazine*

❖ Track 2: The Cycles of CD-ROM 2:00 - 3:30

Sales of both multimedia-capable computers and CD-ROM titles continue to soar. This session examines the trends in CD-ROM that are driving these numbers—from technical advances to distribution strategies. You'll also discover ways in which CD-ROM and online are merging to offer the consumer a vast resource of desktop information, with an automatic link to the rest of the world.

Cella Irvine, Vice President, Hearst New Media & Technology

Dan Miller, Editor & Publisher, OPUS Research, Inc.

❖ Track 3: Intelligent Agents 2:00 - 3:30

More information. Less time. What's the solution for busy newspaper subscribers? Many hot technology companies are betting on the Intelligent Agent. Find out how these interactive masters search, sort and deliver content from the Web and other sources and what it all means for new media publishing.

Philippe F. Courtot, Chairman & CEO, Verity, Inc.

Lucia Hicks-Williams, General Manager, Telescript, General Magic

Jonathan Sheer, VP, Electronic Products, Thomson Newspapers

❖ Track 4: Segmenting the Screenager 2:00 - 3:30

An in-depth look at the growing generation of connected kids and how that translates into opportunity for the newspaper business.

Kathleen Criner, Principal, Criner-Wilson

Jason Seiken, Vice President/Content, Digital Ink

❖ Track 5: Auditing Advertising on the Web

2:00 - 3:30

Learn the latest ways advertisers are measuring their return on investment as the industry clamors for accurate ways to track who enters a site, how long they stay, where they came from and, most importantly, which pages they see.

Judy Black, Sr. Partner, Bozell, Jacobs, Kenyon & Eckhardt
Michael J. Lavery, Executive Vice President Auditing Services, Audit Bureau of Circulation
Ariel Polar, Founder & President, Internet Profiles Corp.

❖ Track 1: New Media Research

4:00 - 5:30

This interesting exploration digs deep into the newfound wealth of research conducted for the interactive arena. Let our experts help you sort through the data so you can grab hold of information that's meaningful and vital for your interactive services planning strategy.

Diane Burley, Dir. N.J./Neptune Inter. Design, *Asbury Park Press*
Jim Fouss, President, Response Analysis

❖ Track 2: Electronic Classifieds and Interactive Newspapers

4:00 - 5:30

Learn how you can integrate this mainstay revenue source into your interactive plans and hear firsthand the lessons learned by those already engaged in interactive classifieds.

Christy J. Jones, Editor, *StarText*, *Fort Worth Telegram*
Timothy Landon, Vice President, Marketing & Development, *Chicago Tribune*

George Tye, President & CEO, ClassiFacts

❖ Track 3: Inside the Web Toolbox

4:00 - 5:30

Immerse yourself in HTML, SGML and other Web publishing technologies. Find out how you can best use these authoring tools to build a newspaper site that accomplishes your interactive goals.

Jay R. Brodsky, Technology Development Manager, Tribune Media Services
Brewster Kahle, CEO, WAIS
Sorrell Slaymaker, Senior Engineer, Global Internet

❖ Track 4: Securing Electronic Transactions

4:00 - 5:30

Electronic commerce is expected to grow twenty-fold over the next five years. That means issues related to cyberspace and security must be exposed and explored. Join us for this important session focusing on what you need to know to ensure a problem-free Internet economy.

Charles I. Brady, Jr., Consultant, Advanced Systems
Magdelina Yesil, Vice President of Marketing, Cybercash, Inc.

❖ Track 5: International Activity

4:00 - 5:30

The Internet offers unprecedented opportunity for globalizing your interactive newspaper business. Hear how some newspapers have grabbed onto this instant window on the world and understand the issues and implications of world-wide interactivity.

Terry Maguire, International Media Development & Counsel, International Federation of Newspaper Publishers
Madan Rao, Communications & Marketing Director, Inter Press Services

Reception & Exhibits

5:00 - 8:00

Hospitality Suite

8:30 - 11:00

HOSTED BY TRIBUNE MEDIA SERVICES

FRIDAY, FEBRUARY 23

Registration, Continental Breakfast, Exhibits

7:30 - 8:30

GENERAL SESSIONS

❖ Another Evolution—A Keynote Address

8:30 - 9:30

Technology isn't the only evolving element in the newspaper profession. Social changes are altering—among other things—the ways consumers get their news. Find out what this means for your publication's future during this important address.

Phillip J. Meek, President, Publishing Group, Capital Cities/ABC, Inc.

❖ Research Results & Expert Response

9:30 - 10:00

A revealing report on the Seventh Annual Interactive Newspapers Survey plus instant analysis from a prominent newspaper market researcher.

Bob Olinto, Research Director, *Orange County Register*
Marsha A. Stoltman, Vice President, The Kelsey Group

❖ Journalists Speak Out

10:30 - 12:00

Do reporters find themselves writing about the facts but thinking about how the story will play out in HTML? Leading reporters examine the effect of interactive media and what it means for the traditional skills of the journalist. Allison Davis, Executive Producer, News Online, NBC
Mark Fitzgerald, Midwest Editor, *Editor & Publisher*
William L. Winter, President & Executive Director, American Press Institute

Lunch & Exhibits

12:00 - 2:00

❖ Town Meeting/The New Century Network

2:00 - 3:30

Will the New Century Network change the balance of power in the industry? Is the arrangement a friend or a foe to newspaper companies? Representatives from the Network will present their latest recommendations, findings and strategies. They'll also respond to questions from analysts and reporters. Chip Perry, Vice President-Strategic Alliances, *L.A. Times*
Peter M. Winter, Interim CEO, New Century Network

Analysis by:

Robin Hunt, Editorial, The New Media Lab, The Guardian
Allen Weiner, Director/Principal Analyst, DataQuest

ROUND-TABLE DISCUSSIONS

4:00 - 5:30

Here's your chance to debate the issues, throw out ideas for consideration and hear what your competitors and colleagues have to say about the topics that matter most to you. A facilitator sets the stage for each topic but then the gloves come off and the fun begins. A list of planned topics follows. You'll have the opportunity to attend one, two or more of the discussions. Each Round Table will be held twice—in back-to-back sessions of 45 minutes each.

❖ 10 Steps to Creating a Successful Web Site

John Duhring, Senior Consultant, AOL Productions/Redgate

❖ Promoting Online Services in Your Market

Jan Calvert, Dir. Electronic Information Svc., Chronicle Pub.

❖ Small-Paper Strategies for Profitable Interactive Publishing

Lou Zimmers, President, Zimmers Voice Publishing

❖ Interactive Legal Issues: Trademarks, Patents, Ownership, Copyrights, Censorship

James T. Borelli, Senior Claims Counsel, Media/Professional Insurance

❖ Other Opportunities: Co-Op Advertising, Cyber-Coupons & More

Mike Silver, V.P. Editorial & Development, Tribune Media Services

❖ Beyond the News: Sports & Other Local Online Content

Scott Wilson, Co-Publisher, *Port Townsend-Jefferson County Leader*

❖ The World of Interactive Technology as It Impacts the Suburban Newspaper Industry

Wayne Toske, President, SNA, President & Publisher, Community Newspapers, Inc.

❖ How to Make the Most of Voice Personals

David Sawyer, Director of Newspaper Voice Services, Advanced Telecom

❖ Interactive TV

Peter Zollman, Director-News, Time Warner Cable Full Service Network

❖ Beyond the PC: PDAs, Screen Phones, Touch Screens, Kiosks and More

Len Muscarella, Managing Director, Interactive Media Assoc.

❖ Database Marketing: How? Why? What's in It for You?

Blake Barker, Executive VP, Gannett Digital Xpress, Gannett New Media

SATURDAY, FEBRUARY 24

Registration & Continental Breakfast

7:00 - 8:00

GENERAL SESSIONS

❖ Living on the Interactive Edge—

A Keynote Address

8:00 - 8:45

A distinguished and entertaining speaker on new technologies, **Microsoft's Greg Riker** presents his unique perspective on and experience with leading-edge communication and information products. Hear how Riker lives his way-out digital life today and how he predicts we'll all be living it tomorrow.

Greg Riker, Director of Technology, Microsoft Corp.

❖ Best Online Newspaper Services Awards 8:45 - 10:00

Who has it all on the Web—compelling content, original features, innovative page design, best advertising? Our expert panel reviews their selections and announces the award winners. Don't miss this!

Steve Outing, President, Planetary News

❖ The Changing Role of Advertising 10:30 - 11:30

Hear firsthand accounts from advertising strategizers who have wrestled with the major ad issues—positioning, pricing and promoting to selling space and supporting spots in the electronic arena. Also find out how major local advertisers see their creative and media-buying strategies changing to meet the demands of the Web and other interactive opportunities.

Hal Logan, Principal, Third Set Partners

Ross Settles, Co-Founder/Principal, Cannon Consulting

❖ So...What's Next?

We know what's hot and what's not. But what's next? Which technologies will play a role in the next generation of interactive newspapers? From bandwidth advances to intercasting, you'll hear top experts predict the next wave of electronic growth as well as their insight into how new media publications will play a role in the consumer's information intake.

Jakob Nielsen, Sun Microsystems Distinguished Engineer

Andy Sutcliffe, President, Tele-Publishing, Inc.

ADDITIONAL CONFERENCE HIGHLIGHTS

Complete Exhibit Hall & Product Presentations

Over 50 companies that are at the center of the interactive newspaper business will display their products and services in the exhibit hall. This provides you with an outstanding opportunity to see information technology at work and network with technology vendors. Hosted and organized by Editor & Publisher. Some organizations will also have optional 15-minute product presentations during exhibit hall hours. For information, call Steve Townsley at Editor & Publisher (212-675-4380).

A Partial List of Exhibitors Who Have Reserved Space as of December 20, 1995:

Accu-Weather	Ad One Classified Network	Advanced Telecom	Brite Voice
Cascade Systems	Classifacts	CompuCalc Industries, Inc.	Direct Response Marketing
Edgill Associates	Gannett Media Technologies	Info Connect	InfNet
MarketLink	MCI Digital Imaging	Mission Critical	Mortgage Market Information Services
Netcom	Nexis-Newsview	Palantir	PressLink
Safari Beach, Inc.	TV Data	Tele-Publishing	The Associated Press
Transamerica Information Mgt.	Tribune Media Services		

An Opportunity to View Some of the Industry's Best Web Sites:

An expert panel of judges are working to determine which are the best of the best newspaper online services. The criteria for both large and small newspapers has been carefully determined. Check out <http://www.media.info.com/edpub> for contest details. At the conference all attendees will have the opportunity to view the top sites and to share in the presentation of awards. This is a must-see for all newspaper professionals.

Each Interactive Newspapers '96 Attendee Receives:

- ❖ Hard copy of speaker presentations attractively packaged, a complete attendee list and invaluable materials from exhibitors
- ❖ Results of The Kelsey Group's and Editor & Publisher's Seventh Annual Interactive Newspapers Survey
- ❖ *Editor & Publisher's Special Issue*, which includes a pull-out section devoted exclusively to interactive newspapers and the Editor & Publisher Interactive Products and Services Directory
- ❖ A better understanding of the real opportunities in interactive services for your newspaper and a comprehensive list of resources and contacts

Hotel:

The spectacular Hyatt Regency Embarcadero is offering a special conference room rate: \$149 per night/single or double. Reserve your room quickly—only a limited number are available at this discounted rate. Call the Hyatt directly at (415) 788-1234 or Hyatt's toll-free reservation number (800) 233-1234.



Special Needs:

If there's anything we can do to make your participation more convenient or easier, check the appropriate space on the registration form or call (609) 921-7200.

Cancellation Policy:

There is a \$100 service charge for cancellations received in writing prior to Dec. 1, 1995. Cancellations received between Dec. 1, 1995, and Jan. 10, 1996, will be assessed a 50% service charge; cancellations after that or registrants who do not attend are liable for the full registration fee. Substitutions from the same company can be made at any time prior to the conference.

WHEN: February 21-24, 1996

WHERE: Hyatt Regency San Francisco in Embarcadero Center, (415) 788-1234

For more information or group rates, call The Kelsey Group at (609) 921-7200 or send an e-mail to marshast@ix.netcom.com. To register, call the number above, mail or fax (609-921-2112) the attached registration form or use our online registration form (<http://www.kelseygroup.com/kelsey>). We will also keep the program updated at this Web site.

NNA Members: For a **special rate** and to register please call (703) 907-7900.

SNA Members: For a **special rate** and to register please call (312) 644-6610.

We would like to thank the following companies that have already committed to sponsoring Interactive Newspapers '96 events (sponsorship opportunities are still available—call now to learn the benefits):

Ad One Classified Network Brite Voice Systems InfiNet Tele-Publishing Tribune Media Services

REGISTRATION FORM

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☒ **YES!** Register me at the discount price of \$995*
\$1,090 if you plan to attend the optional **Technology Overview**

Name _____ Title _____

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Address _____

City _____ State _____ Zip/Postal Code _____

E-mail Address _____ Your Web Site URL (if applicable) _____

_____ I plan to attend the **Technology Overview** at \$95.

TOTAL COST

Full payment is required prior to the meeting

☐ My check is enclosed (U.S. funds only, payable to "Interactive Newspapers Conference")
Check must be through a U.S. bank.

☐ Bill my credit card: ☐ American Express ☐ VISA ☐ MasterCard

Account Number _____ Expiration Date _____

Signature _____

Mail To: The Kelsey Group
600 Executive Drive
Princeton, NJ 08540-1528

Call: (609) 921-7200
Fax: (609) 921-2112
E-mail: marshast@ix.netcom.com.

Register on our Web site at: <http://www.kelseygroup.com/kelsey>

_____ Please check here if you are physically challenged and require special needs at the conference.
We will be in touch with you.

* \$995 before Jan. 26; \$1,095 before Feb. 15; \$1,195 thereafter. (Only credit cards, traveler's checks and cash can be accepted at the door.) Remember to add \$95 if you plan to attend the optional Technology Overview. Group rates are available. Call for more information.

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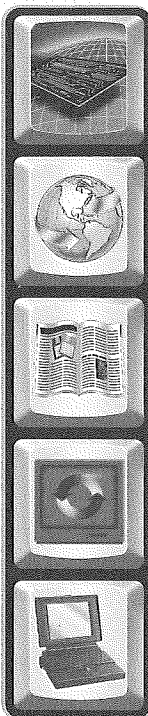
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The Seventh Annual Conference



Interactive Newspapers '96

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What it is: The definitive meeting place to discuss interactive information services in the newspaper industry and their impact on you and your paper.

Who will be there: More than 700 newspaper executives and leading suppliers attended **Interactive Newspapers '95**. We estimate 800 to 1,000 will attend this year's event. If you care about the future of the news business, you need to be there. Simply, the best program in the newspaper industry.

KEYNOTE SPEAKERS:

Esther Dyson, President, EDventure Holdings

Phillip J. Meek, President, Publishing Group, Capital Cities/ABC, Inc.

Greg Riker, Director of Advanced Consumer Technology, Microsoft

AND hot topics, breakout sessions, round-table discussions, great speakers, an exhibit hall for hands-on demonstrations, product presentations, receptions and other networking opportunities.

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EARLY REGISTRATION DISCOUNT AVAILABLE! DETAILS INSIDE.